

ABSTRACT OF THE DISCLOSURE

An apparatus and a method for selling a ticket and/or a ticket option, including a memory device for storing information regarding at least one of a ticket for an event and a ticket option for an event, a processor for processing at least one of a ticket request and a ticket option request for at least one of a ticket for an event and a ticket option for an event, wherein the processor processes the at least one of a ticket request and a ticket option request in conjunction with the information stored in the memory device, wherein the processor generates at least one of a ticket availability message and a ticket option availability message, and a transmitter for transmitting the least one of a ticket availability message and a ticket option availability message to a communication device associated with a user.